



CONTACTS

JULY-1953

LINES ON THE CORONATION OF

Our Gracious Sovereign



This Lady whom we crown was born
When buds were green upon the thorn
And earliest cowslips showed;
When still unseen by mortal eye
One cuckoo tolled his "Here am I,"
And over little glints of sky,
In rain-pools whence the trickles flowed,
The small snipe clattered wing.
The swallows were upon the road,
Nought but the cherry-blossom snowed,
The promise was on all fields sowed
Of Earth's beginning Spring.

Now that we crown her as our Queen,
May love keep all her pathways green,
May sunlight bless her days;
May the fair Spring of her beginning
Ripen to all things worth the winning,
The very surest of our praise
That mortal men attempt.
May this old land revive and be
Again a star set in the sea,
A Kingdom fit for such as she
With glories yet undreamt.

JOHN MASEFIELD,
Poet Laureate



Store Dons Gay Regalia
to Honour Coronation of

Her Majesty Queen Elizabeth II

All the gaiety and glitter of this Coronation year came gloriously to life in the Store prior to the great historic event in which our Queen was crowned on June 2.

Outside, great masses of Union Jacks and Canadian Ensigns fluttered from the windows of the Store, adding a blaze of royal splendour to the building. Crowds of men, women and children gathered to view the "royal" windows—the attractive cathedral designs of which framed the pictorial life story of our beloved Queen from the days of her childhood to the time when she became our gracious Sovereign.

Inside, the main floor heralded the Coronation with crimson majestic banners bearing the Royal cipher, suspended from "golden" trumpets.

On the sixth floor a replica of the Coronation parade gave the great crowds of on-lookers a vivid picture of the glorious pageantry which accompanied the Queen on her return from Westminster Abbey on June 2. Fourteen hundred and seventy-seven tiny marching soldiers in actual regimental dress, prancing cavalry and the colourful State coaches paraded against a painted background representing the four-mile Coronation parade route through historic London. A fitting tribute to the first Queen of Canada, and one of which our Display Department may be justly proud!





Top Row—Left: Mr. W. L. Palk, Store superintendent, congratulates the drivers on an outstanding "safety" year. Centre: Alderman George Sharpe, chairman of the Traffic Committee, City of Winnipeg. Right: Mr. Gordon Muirhead, assistant Store superintendent.

Lower Row—Left: Mr. R. B. Baillie, Director of Traffic Safety, Provincial Government, pays tribute to our drivers. Right: Some of the drivers who shared in the \$2,600 prize money for safety records during the year.

Traffic-Wise - - Safety-Wise

Eaton Drivers Celebrate Outstanding Year!

AGAIN the more than 200 Eaton drivers in Manitoba have "done it!" The past year, in two periods of Safety competition—May to October, November to April—they covered more than a million miles, and with no serious accidents; in fact, only one chargeable occurrence for over 39,536 miles travelled; an improvement over last year's grand record!

These were the main facts brought out at the annual dinner and presentation of bonuses held Thursday, May 14, in the Grill Room. Mr. F. G. Muirhead, assistant Store superintendent, was chairman, and head table guests included: Chief Harry Baudry, St. Boniface Police Department; Mr. L. Wimple; Chief Donald McDonald, St. James Police Department; Mr. A. D. MacDonell; Alderman George Sharpe representing the Mayor of Winnipeg and the Traffic Board; Mr. R. M. Pinfold; Inspector Robert Still, Police Traffic Division; Mr. W. L. Palk; Mr. R. B. Baillie, Manitoba Government Traffic Safety Division, and Mr. A. Arnason, Delivery and Trucking supervisor.

Mr. Muirhead, commenting on the fact that the gathering included Eaton drivers from Winnipeg, Brandon, Dauphin and Portage, extended the Company's congratulations and thanks on the achievement of such a splendid record. Eaton drivers were ambassadors of the Company, he said; their vehicles a symbol of safe driving, courtesy and service. We have a great reputation—and we have the right men to maintain it!

Alderman Sharpe, chairman, Safety Committee, City of Winnipeg, said that Eaton drivers and trucks never figured in complaints to his Board; their problems would be fewer if other men were of Eaton calibre.

(Continued on Page Nine)



Left—Mr. Forbes Grassick receives a hearty handshake from his chief, Mr. R. B. T. Whitbread.
Centre—Mr. Alfred Hamilton in fine fettle.
Right—Mr. St. John extends his good wishes to that son of "Auld Reekie," Henry Reid.

Congratulations on Your "40th"

FORBES A. GRASSICK

Toronto born, Mr. Forbes Grassick, General Office, had the honour of celebrating his 40th anniversary with the Company on Friday, May 29. Four departments have claimed his loyal services during these years—the Wages Office, M.O. Suits and Coats, Sportswear, and the General Office. Mr. Grassick is a veteran of World War I—he served overseas with the 46th Battalion.

On his anniversary day Mr. Grassick received many congratulatory letters and a presentation of a picnic basket was made by Mr. Whitbread, supervisor, on behalf of the staffs of the General and Transportation Offices. Members of his section gave him a Ronson table lighter. A bouquet of red roses went out to Mrs. Grassick.

Bowling seems to take up a great deal of Mr. Grassick's leisure time. In the summer he is a member of the River Heights Lawn Bowling Club and in the winter he bowls with Eaton's Mixed Bowling League. The Grassicks have two daughters, Jackie and Gerry.

ALFRED HAMILTON

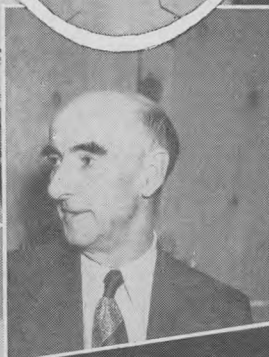
A member of Department 144 for 40 years, and three and a half years in the 2nd Canadian Field Ambulance Corps in World War I, serving in France, Belgium and Germany, are the achievements of Alfred Hamilton who celebrated his 40th anniversary on May 27. Mr. Hamilton was born in Grey Abbey, County Down, Ireland. He is married, and interested in golfing and gardening.

HENRY MUIR REID

A member of the Stock Audit since 1944, Mr. Reid celebrated his 40th anniversary on Saturday, June 6.

On the eve of his anniversary, Harry was pleasantly surprised when members of the Stock Audit staff and their wives dropped in at his home for an informal party. The evening was spent in games and musical entertainment and Harry received many useful gifts, including some fishing equipment, presented by Mr. St. John on behalf of the staff.

Harry was born in Edinburgh, Scotland. He first joined the Hosiery Department in Eaton's in 1913 and has worked in the Notions, Western Buying and Drapery Departments during his 40 years' service. He is a veteran of two wars. During 1914-18 he served with the 3rd Field Ambulance; from 1939 to 1943 he was with the Dental Corps, and in 1943 and 1944, the Veterans' Guard. He is married to the former L. Hordal, of the Cashiers' Office, and they have one daughter, Frances. Harry's hobbies are golf, gardening and fishing.



Welcome to the Eaton Quarter-Century Club

MAY KATHLEEN MANSON

An Irish colleen from Belfast, May Manson, M.O. Jewellery, joined the Quarter-Century Club on May 31. A presentation of a car radio was made in the department by Mr. R. Robertson. A steady stream of friends dropped in during the day to present their best wishes and May received a host of lovely personal gifts. Then in the evening of June 1, the department sped to the smorgasbord at Vasa-Lund Park for an evening of fun, food and frolic. Here May was presented with a beautiful housecoat.

May's first job at Eaton's was in the M.O. Millinery, then the Drivers, and now the M.O. Jewellery where she has been section head of the flatware for the past eight years. May is a real outdoor gal—really enthused about girls' hockey, baseball and bowling. She's also a member of the Elite Belgian Club.

HILDA E. JAMES

Another popular member of the Display Department joined the Quarter-Century Club on Thursday, May 21. Hilda received a clock-radio from the department, which, she tells us, really gets her to work on the dot!

Many friends dropped into the office during the day to offer their congratulations, and she received numerous personal gifts. In the afternoon a few of the girls from City Advertising and the Display treated Hilda to a surprise tea party in the Grill Room.

Hilda was born in Winnipeg, and before joining the Display Department 20 years ago, she worked in Department 156. Her interests are many and varied. She is a member of the Women's Advertising Club, the University Women's Club, and belongs to the Store Riding Club.

PETER H. HEILAND

Winnipeg born and raised, Peter Heiland, of the Printing Plant, celebrated his quarter-century anniversary with the Company on Friday, May 22. Peter is a keen bowler and golfer and has an outstanding baseball career to his credit. He played with Eaton's Mercantile softball champs and Mac's provincial champs in 1931. He is married to the former Annie Davidson, also of the Printing Plant, and they have two daughters, Catherine and Dorothy.

JOHN LAMONT CROW

Using Jack's navy background as their theme, the Display Department rigged up some nautical nonsense to surprise him on his 25th anniversary with the Company on Thursday, May 28. His gift from the Display, where he has worked for the past seven and a half years, was a handsome piece of Samsonite luggage.

Jack was born in Wilkie, Saskatchewan, and spent four years with the R.C.N.V.R. during the war. He was decorated with the C.V.S.M. and clasp and the 1939-45 medal. Jack is married to a former Eatonian, Dorothy Elbourn, of the Children's Shoes, and they have two children, Beverley and Ronald.

Jack is a member of Assiniboine Golf Club and a sub-lieutenant in the Sea Cadets' "Cru-sader Corps."

ALEXANDER REID CRANSTON

From Edinburgh, Scotland, hails the popular supervisor of the Jewellery Department who celebrated his 25th anniversary with the Company on Thursday, May 21. Representatives of his various departments were on hand before Store opening to welcome him into the Quarter-Century Club and extend their good wishes.

On behalf of the M.O. Jewellery, Mr. J. Donnett presented him with sports accessories as did Mr. O. Olafson, of 1766 Department. Mr. Mal Donaldson, head of Departments 215 and 615, presented him with a sun cart. Mr. Donaldson also read congratulatory telegrams from Mr. Cranston's many friends in the jewellery trade and from his Company associates—both east and west.

That evening, 125 members of Mr. Cranston's departments gathered at the Albany Room, of the Assiniboine Hotel, when Mr. J. Donnett presented him with a set of luncheon dishes. Mr. Mal Donaldson spoke of Mr. Cranston's long, devoted and faithful service with the Company and thanked him for his leadership and fine example. Then, on behalf of all present, he presented the honoured guest with a nest of tables.

Previous to his anniversary, on May 19, an informal stag was held at the home of Mr. and Mrs. Roy Firth, assistant in the Jewellery. Here Mr. Cranston received a garden cart and tools, a personalized wall clock and various other tokens of esteem.

Mr. Cranston's Company career started in the Printing Department, later the Books and Stationery and, finally, the Jewellery Department—first the Mail Order and then the Store—where he has been supervisor for almost two years. Mr. Cranston is married to the former Edith Horwood, of the Candy Department. They have one daughter, Carol Ann. Mr. Cranston is a keen golfer and a member of the Elmhurst Golf Club. He served with the Winnipeg Grenadiers (Reserve Army).

JAMES ASHBRIDGE

Another popular member of the Sales Office came in for anniversary greetings on Thursday, June 4. The department presentation, made by Mr. B. Sutherland, supervisor, was a pair of lamps. Later he was the guest of honour, together with Mr. McLellan, at the home of Mr. Sutherland.

Mr. Ashbridge was born in Hull, Yorkshire, England. He served overseas for three and a half years as a lieutenant with the Royal Canadian Signal Corps attached to the 2nd Canadian Division Engineers. His wife is the former Doris Grandy, of the Expense Office. They have two children, Terrance, 9, and Susan, 5.

Jim first joined the staff of the General Office. Later he transferred to the Sales Office where he has spent the past eight years.

GEORGE BADEN BROWN

On the morning of Thursday, June 4, members of the staff of 928 Department gathered to offer congratulations to Mr. George Baden Brown on the occasion of his 25th anniversary. Mr. T. Carson, head of department, in making the presentation of a lovely coffee table, spoke of George's excellent service and loyalty to the Company.

On the evening of this big day, a stag was held at the Valour Road Legion where George received a pen and pencil set from the gang. Twenty-five roses were sent to Mrs. Brown in honour of the happy occasion.

Mr. Brown was born in Liverpool, England. He joined Eaton's in 1928 and has spent his entire 25 years in 928 Department. He is keenly interested in fraternity work and is a member of the Masonic and Scottish Rite Lodge. For recreation he enjoys gardening and bowling. Mr. and Mrs. Brown have one son, Kenneth.

Description of Pictures on Facing Page

Top Row—Left to Right: Miss K. M. Manson and Mr. R. Robertson, Miss Hilda James, Mr. Peter Heiland.

Second Row—Mr. Jack Crow, Mr. J. Ashbridge, Mr. George Brown, Miss Margaret Anderson.

Third Row—Mr. Andy Lane, Mr. Art McLellan, Mr. Alex Cranston and Mr. O. Olafson.

Fourth Row—Mr. Davis Bell and Mr. J. McClure, Mr. A. Irwin and Mr. Ed Logan.

MARGARET E. ANDERSON

Thursday, June 4, found Miss Margaret Anderson, Head Cashier's Office, in the midst of quarter-century celebrations. Mr. R. B. T. Whitbread made the office presentation—a handsome set of luggage. Later a dinner party was held at Moore's restaurant where Margaret received a lovely corsage and words of praise from Mr. G. K. Stokes and Mr. H. M. Bannick. Later the gang gathered around the piano for an enjoyable sing-song with Mr. Bert Kilgour providing the accompaniment.

Miss Anderson is an enthusiastic member of the Lawn Bowling Club. She was born in our neighbouring province, Saskatchewan... her home town is Balcarres.

DENNIS AUBREY A. LANE

Congratulations to "Andy" Lane, of the M.O. Furniture, who joined the Quarter-Century Club on Friday, June 5. On the morning of his anniversary Andy was presented with a wallet by Mr. R. J. Brown. In the evening he was the honoured guest at a party held in the St. Charles Hotel. Here he was presented with a deluxe Laz-a-boy chair by Mr. W. G. Thomson, supervisor. The Lane family were all present for this happy occasion. Following the dinner an evening of dancing was enjoyed by all.

Andy was born in Forest, Ontario. He served overseas for four and a half years with the R.C.A.F. His wife was the former Jean Knox, of Department 229, and both his children are Eatonians. Elizabeth works in Department 46 and Gordon in 1745.

ARCHIBALD IRWIN

Faith and begorra!—still another Irishman crossed the seas from the Emerald Isle and came to Eaton's. Archibald Irwin joined 132 Department exactly the same day as our favourite Irish doorman and likewise celebrated his 25th anniversary on May 21.

Now this Irish lad from Ballygawley, County Tyrone, is an ardent fisherman, so there was no better time than his quarter-century anniversary for Mr. Tommy Giles, head of department, to present him with some prized fishing equipment on behalf of the staff.

Mr. Irwin spent one year and five months with the Royal Enniskillen Fusiliers (a good fighting Irish regiment). He is married to the former Emily Scott, of 1100D, and they have two sons, Ian and Aitken.

ARTHUR J. McLELLAN

Honouring Mr. McLellan (Sales Office) on his 25th anniversary the morning of May 28, Mr. B. Sutherland, supervisor, presented him with a lovely occasional chair on behalf of the staff. Later a group of well-wishers gathered at the home of Mr. Sutherland to honour Mr. McLellan and another Quarter-Centuryite from the same department, Mr. S. J. Ashbridge.

Mr. McLellan's career with the Company started in the General Office, he later transferred to the Transportation and Customs and, finally, the Sales Office. Winnipeg born, Art is married to the former Evelyn Hind, of the Millinery Department. They have one son, Richard.

DAVIS BELL

A member of the Despatch Department for the past 25 years, Mr. Davis Bell joined the ranks of the Quarter-Century Club on Thursday, May 21. Mr. J. McClure, head of department, presented him with an electric drill for his hobby, carpentry. Then, in the evening, a stag was held at Minto Armouries where Mr. Bell received a handsome bracelet for his watch.

In 1941, Winnipeg-born Mr. Bell married the former Edna Hobbs, of M.O. Departments 18 and 52. They have one son, Robert. Besides being a real whiz as a carpenter, Mr. Bell is an ardent gardener—you should see his green thumb!

EDWARD LOGAN

"Shure" and 'twas a great day for the Irish on Thursday, May 21, when Edward Logan, Doormen, became a member of the Quarter-Century Club. This happy, smiling doorman has the true Irish wit and the uncanny faculty of sorting out customers from employees in that early morning rush, that mystifies most of us.

Mr. Logan was born in County Derry, Ireland, and can't you tell from his cheery "Good Mornin'" and his happy disposition?

In honour of his anniversary, Mr. T. Giles, head of department, presented him with a mantel radio. Mr. Logan served overseas for five and a half years with the 12th Field Regiment, R.C.E. He is married and has an eight-year-old son, Rodger. To add even more glory to his big day, Mr. Logan received a letter from the London Buying Office.

C. S. Butler (Brandon Store) Celebrates Quarter-Century of Service



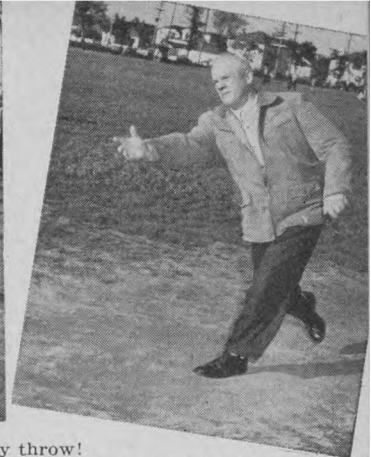
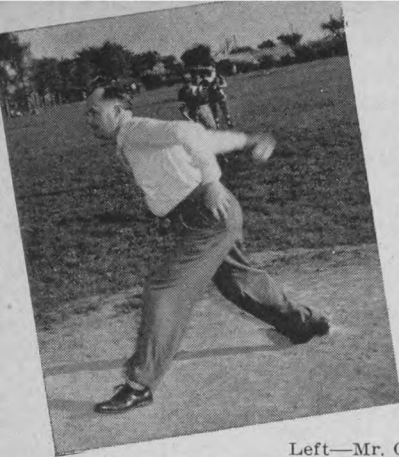
Mr. W. McAllister (Brandon Store Manager) presents a gift to Mr. C. Butler.

Mr. C. S. Butler, better known as Cliff, head of department B270, celebrated his quarter-century with the Company, June 11, when Mr. W. McAllister, Store manager, presented him with his quarter-century watch.

At his appropriately decorated desk numerous telegrams and messages from different branches awaited him. A wallet and a gift of money, on behalf of B270 Department staff and Store employees, was presented by Mr. G. Rennick, assistant in B270.

In the evening a reception was held at the Brandon Flying Club when a car radio and aerial was the gift received from those present. Additional messages and telegrams were read by Mr. H. S. Gibson. A corsage was presented to Mrs. Butler.

Born in Brandon, Mr. Butler started with the Company in June, 1928. He is married and has two children. His vacation plans are for a six weeks' trip to the west coast.



Left—Mr. Gordon Muirhead winds up for a hefty throw!
Centre—"Look at that ball travel!" Mr. A. D. MacDonell, Staff superintendent, can really hit them.
Right—"Good pitching!" Mr. Rogers, M.O. Operating.

Eaton Baseball Enthusiasts Open 1953 Season

With Old Sol finally shining and, believe it or not, DRY diamonds, the baseball league started operating, after many postponements, Monday, June 8, at Sargent Park, with a fine turn-out of players and spectators. With four men's teams and four women's teams comprising the league, hearty competition is expected throughout the short season still left for play.

Official play got under way with the trio of Messrs. Muirhead, MacDonell and Rogers taking part. That hefty swing of Mr. MacDonell's almost succeeded in having him signed up by the Decots as their star batter!

An attractive addition to the teams was little Dale Black, mascot of the Royals, who was outfitted in a snappy uniform made by one of the team members. Dale is the daughter of Ted Black, the league president.

Play will take place at Sargent Park each Monday, Wednesday and Friday for the remainder of the season.



Diane Moreham receives the trophy from Mr. A. Wallis, supervisor.

Department 260's bowling league held their banquet and dance at the Curtis Hotel on May 19. After a steak dinner and the presentation of prizes, the accent was on good fun and dancing to wind up another highlight event in "Radio" entertainment.

Doug Burns, league president, welcomed the guests and commented on the outstanding and enthusiastic year the club had experienced. Mr. A. Wallis presented the Viking trophy to the winning team of Cece Brusegard, Diane Moreham, Frances Minch, Steinun Polson and Maurice Ingram.

Individual prizes went to Frances Minch, ladies' high double; Marion Stewart, ladies' high single game; Joe Gresch, men's high single game; Cece Brusegard, men's high double game, with Steinun Polson and Al Lennox taking the doubles event.

EATON DRIVERS CELEBRATE OUTSTANDING YEAR

(Continued from Page Four)

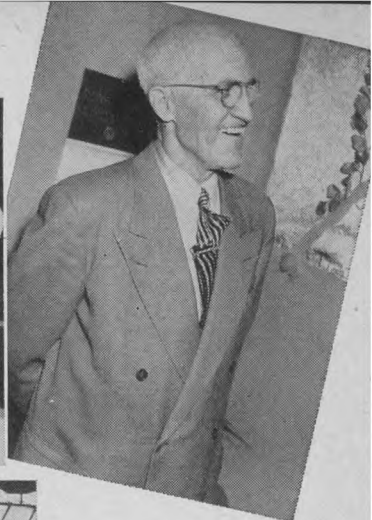
A special movie, "Courtesy Is Contagious," afforded both entertainment and driving education. Following it, Mr. Arnason emphasized how well Eaton drivers understood that not only was it a duty to drive alertly and safely, it was the "smart" thing to do. Their co-operation was sincerely appreciated. Maintenance men were specially included in the thanks, said he.

Eaton drivers had set a high standard for all others, said Mr. R. B. Baillie. If that standard was followed by the general public, decrease of road accidents would mean that each year, the lives of over 100 people would be saved and over a thousand uninjured—truly an object to achieve! He then briefly mentioned the chief points of safe driving, provincial laws regarding insurance and liability, and read an apt poem about the evening's subject.

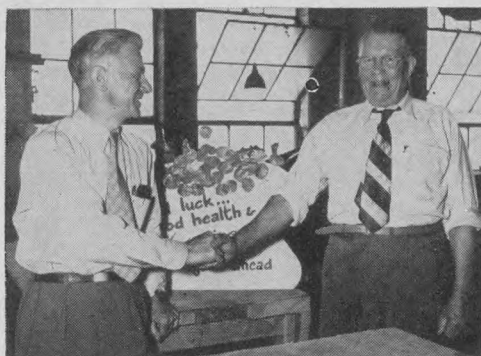
Mr. Arnason's fine leadership was lauded by Mr. Palk, in saying how proud Eaton's is of its whole delivery and traffic organization.

A total of almost \$2,600.00 was handed out in bonuses during the evening. Roy Firth sang a number of pleasing baritone solos, and entertainment by Len Andree and Bill Walker was thoroughly enjoyed.

Thanks of the gathering was expressed very gracefully by Hugh MacDonald.



So Long, Old- Timers!



Top Row—Left: Mr. S. Holmes. Centre: Mr. E. Allan. Right: Mr. Farquhar A. McRae.

Centre: Mr. J. Stuart and Mr. Claus Olson in happy mood.

Third Row—Left: Mr. Charles Goodall. Centre: Mr. Thomas Rogan receives his presentation from Mr. A. McDonald; Mr. A. Patterson looks on. Right: Mr. Arthur Austin and Mr. A. P. Bowman.



Notions and Fancy Goods Supervisor Honoured on Retirement



Bearing good wishes and a more tangible expression of their good-will in the form of a smart combination radio, a group of friends from the Store and Mail Order gathered at the home of Mr. and Mrs. S. H. Williams, Friday, June 5, to pay tribute to Mr. Williams who retired recently from the Company's service.

Mr. Williams, or Sam, as he was affectionately known to so many Eatonians, was supervisor of the Fancy Goods and Notions Departments and had been with the Company for over 43 years.

Presentation of the gift was made by Mr. A. R. Tucker, general manager, who paid tribute to the fine service rendered by Mr. Williams over so many years.

His legion of friends join Contacts in wishing Mr. and Mrs. Williams the finest in the days ahead, and particularly that he will be speedily restored to full health.

So Long, Old-Timers!

**The Best of Health and Many Sunny Years Ahead
Go Out to These Retiring Eatonians!**

MR. SIDNEY HOLMES (272 Workroom) retired from the Company on June 6. Mr. Reid presented him with a robe, slippers and wallet on behalf of the staff. In the evening a few of the boys dropped in on Mr. Holmes for an informal farewell gathering.

MR. E. ALLAN retired on June 1 after 36 years with Eaton's—all of them spent in the M.O. Women's Lingerie. Ernie was presented with a Schick electric razor by Mr. R. Chatfield. He was guest of honour at a dinner at the Highwayman on June 4, where he received a camera with flash attachment. Mr. Allan is a keen fisherman and plans to spend many happy hours with rod and reel when he isn't busy in his garden at Sandy Hook.

MR. FARQUHAR A. McRAE (Doormen). After 30 years with the Company, Mr. McRae retired on June 1. Mr. T. Giles, head of department, presented him with a torchere lamp from the staff.

CLAUS OLSON (Carpenters) retired on June 12 after 14 years' service. A department party was held at Mr. Olson's home, prior to his retirement, where he was presented with fishing equipment by Mr. J. Stuart. Flowers were presented to Mrs. Olson.

MR. CHARLES GOODALL (Delivery). When Mr. Goodall retired on June 1, after 33 years with the Company, he was presented with an electric sander by Mr. A. Arnason.

MR. THOMAS ROGAN (Night Caretakers) was presented with a cigarette case by Mr. A. McDonald on the occasion of his retirement on June 13. Mr. Rogan had been with the Company 11 years.

MR. ARTHUR AUSTIN (Engineers) retired from the Company on June 1 after 34 years of service. Mr. A. Bowman made the department presentation of a handsome gladstone bag.

MISS DORA JONASSON (M.O. Money Returns). Due to Miss Jonasson's illness she has been absent from work since last December. On June 1, the day of her retirement, a presentation of a purse and iron was made at her home by Mr. B. W. Galbreath.

THOMAS E. COY (Furniture Workroom), who has been absent from work for some time due to illness, retired from the Company on Saturday, June 6. Mr. Coy had been with Eaton's for 26 years.

BADMINTON BRIEFS

A dinner was held at Moore's on Tuesday, May 5, to wind up Eaton Badminton Club activities for the season.

President Marion MacPhail thanked the executive for the support given during the year. Hope was expressed that the membership would be increased next season.

Mr. A. D. MacDonell presented prizes and trophies to the champions, Miss Isabel Hanna, Expense Office, receiving the grand trophy.

Other Winners Were:

Miss Noreen Bell (Expense Office), "A" Consolation.
Miss Clara Greening (Expense Office), "B" Class.
Miss Marion MacPhail (Furniture Office), "B" Class Consolation.
Mr. Harold Gould (Men's Clothing), Men's Singles.
Miss Dorothy Whiteside (Expense Office) and Mr. A. Patterson (Furniture) were winners of the Mixed Doubles.

The badminton players proved that they are very versatile by the fine showing made at bowling, which concluded the evening.



THE PRIZE WINNERS

Left to Right—Miss Isabel Hanna (Expense Office), Miss Marion MacPhail (Furniture Office), Miss Clara Greening (Expense Office), Miss Noreen Bell (Expense Office), Mr. Harold Gould (Men's Clothing).

Anglers Hold "Fish Derby"

Weather Conditions—Ideal!

May 24 the Eaton Angling Club held a "fish derby" at Indian Bay, Shoal Lake. Designed to entice the 292 anglers who boarded the train at 4:15 a.m. that morning, the trip marked the 30th anniversary of the club, composed of Eatonians and friends, who journeyed to the Indian Bay site via the G.W.W.D. railway. This memorable day also chalked up another achievement. It was the largest trainload of anglers to leave for a day's fishing on the North American continent!

The trip out was a busy one. Fishermen were organizing their gear and sorting it out for the first time this year. The P.A. system, hooked up throughout the five-coach train, kept the crowd informed on program plans for the day. The club paper, edited by President Arni Cooper, telling of all events—past, present and future—and giving angling tips and information to the club members, was distributed. Charles Schmidlaitner and Wally Mills handled the soft drinks, bars, cigars, etc., concession aboard the train.

Arriving at Indian Bay station around 7:30 a.m., the men selected their favourite fishing spots along the dyke, over the hill to the intake, or along down the lake shore to the trading post. The water was quite choppy due to an off-the-water breeze which hampered casting. The sun showed itself quite frequently and the rain clouds didn't let loose until all were aboard the train and headed home!

Fishing was not up to par this year due to late spawning conditions. At 5 o'clock Arni Cooper, assisted by Pat Carr and J. Sawchyn, weighed in the fish caught. Top honours and a 7.5 h.p. Evinrude outboard went to Mr. Ben Dearlove with his catch of a 7-lb. 11½-oz. walleye. Second prize, a dandy spinning outfit, was taken with a 5-lb. 6¼-oz. walleye caught by Mr. Fred Didur. Third prize, won by Mr. Bill Rogan, a tackle box with an assortment of plugs, for a dandy 9-lb. northern pike.

It was a big day and a good one, due to the fine organization of Arni Cooper, Pat Carr, the committee and their assistants for the day.



Wayne Dearlove, age 6, holds the record fish for anglers' "fish derby."

EATON BASEBALL LEAGUE

Here is the executive that will be in charge of the operations of the Eaton Baseball League for the 1953 season. Games which are being played at Sargent Park commenced May 22.



Standing—Norm Locke, Edna Johnson, Elsie Kunz, Anne Fast, Stan Drobko.
Sitting—Dot Martin, treasurer; Ted Black, president; Wally Reid, vice-president.
Missing—Jean Collins, secretary; John Young, past-president; Pete Heiland.

Twelve

RECENT APPOINTMENTS

Winnipeg

MR. B. SUTHERLAND, Staff superintendent.
MR. H. A. STEELE, supervisor, Sales and Expense Offices.

Brandon

Department B237 — Men's, Women's and Children's Shoes, Slippers, Rubbers and Winter Goods:

MR. C. A. COLLISTER, assistant.

General Office, B.P., D.A., C.A. and Wages Office:

MRS. M. J. BRIDGER, assistant.

Dryden Order Office

MRS. E. C. ROBERTSON, in charge.

Estevan Order Office

MISS E. THIES, in charge.

Steinbach Order Office

Please note that an Order Office was opened for business on Thursday, May 7, 1953, at Steinbach, Manitoba.

MISS S. KOOP, in charge.

Neepawa Order Office

MISS S. WILKINSON, in charge.

Eaton Curling Club Elects Officers

At a well-attended Annual Meeting of the Eaton Curling Club held recently, the following officers were elected for the 1953-54 season.

PATRONS

J. D. Eaton
A. R. Tucker
W. L. Palk
A. D. MacDonell

G. M. Eaton
R. M. Pinfold
W. J. McKeag
W. E. Curry

H. A. Steele
A. H. Young
A. L. Osborne
H. R. Screaton

Honorary President.....F. G. Muirhead
Honorary Vice-President.....E. G. Rogers
Past President.....J. Newton
President.....S. Lentle

1st Vice-President.....H. Caldwell
2nd Vice-President.....D. Mackie
Treasurer.....R. Ferguson
Secretary.....J. McKay

EXECUTIVE COMMITTEE

Two-Year Term—G. Gray (101), R. Laidlaw (156), J. Robinson (151), R. Herriot (222), A. Ferguson (1745), S. Hives (142).

One-Year Term — G. Agnew (1747), W. Odell (184), J. Young (1074), A. Mellis (261), D. Shaw (261), R. McCormick (56).

Delegate to M.C.A.—J. Newton. Alternate: S. Lentle. Auditors—W. Wood, W. Cherrett.

Congratulations on Your Thirty Years With Eaton's

JOHN RUSSELL (Jewellery Repairs).....	May 22
JAMES BURNS (M.O. Staples).....	May 29
FRANK B. CALVERT (Delivery).....	May 29
CHARLES S. RIDGEDALE (M.O. Packing).....	May 31
MRS. DOROTHY THOMPSON (Lingerie).....	June 11
MISS MARJORIE ADAMS (Washing Machines).....	June 18

PORT ARTHUR STORE HONOURS BOWLING AND CURLING CHAMPIONS



Left Picture—Mr. H. E. Perry presenting the J. A. Snowden trophy to A. Thomson, skip of the winning curling rink. Others in the group are, left to right: Ab Holt, R. Clarkson and Ray Masters.



Right Picture—The championship bowling team. Left to right: Mr. C. Hine, captain, Mrs. G. Nelson, Mrs. G. Johnson, Miss M. Vak and Mr. L. Poho.

The Current River Casino was the scene for the annual banquet and dance of the Port Arthur Store curling and bowling leagues. Ninety members and friends attended to celebrate a successful season and honour the winners of both leagues.

Mr. G. Nelson, Store manager, presented The T. Eaton Company trophy to Mr. C. Hine, captain of the champion bowling team, with individual trophies going to Mr. Hine, Mrs. G. Nelson, Mrs. G. Johnson, Miss M. Vak and Mr. L. Poho. Ladies' high single honours went to Miss M. Holmquist with Mr. G. Johnson taking the men's high single.

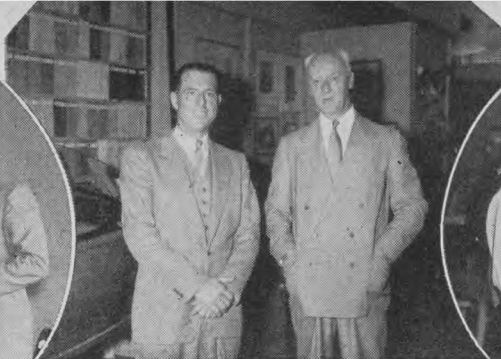
Prizes for the consolation event went to Mr. G. Johnson, captain, Mrs. V. Lloyd, Mrs. J. Cockell, Miss M. Kusick and Miss L. Kusick.

On behalf of the curlers, Mr. H. E. Perry presented the J. A. Snowden trophy to Mr. A. Thomson, skip of the winning rink, with individual trophies going to Mr. Thomson, Mr. R. Masters, lead, Mr. R. Clarkson, second, and Mr. A. Holt, third.

For their efforts as runners-up, consolation prizes were given to the rink skipped by Mr. R. Wright, with Mr. T. Kenny, lead, Mr. E. Dieter, second, and Mr. G. Johnson, third.



Z. Peter Kaczmarek receives his awards from Mr. Tucker.



The Grand Champion, Norman G. Phillips, and Mr. A. R. Tucker, general manager.



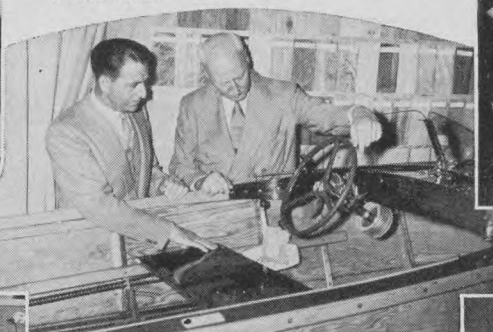
Miss R. Lemoine rates a broad smile from Mr. Tucker.



Denise Chivers and Mr. Tucker.



Left—Congratulations to the "Puppeteers" for one of the finest exhibits in the show.
Right — Some of the very attractive needlework.



Some of the features of the boat are explained by Norman Phillips.



The first-prize winners.



All ready for action—the Puppet Show.



Above — Mr. F. Hayman, retired, is given a hearty handshake by Mr. Tucker.



Centre — Another section of the display.

Hobby Show Proves Store-Wide Attraction

Exhibits Draw Praise From Customers and Employees

What do Eaton employees do after the five o'clock gong? Judging from the outstanding exhibits of handicrafts in the Employees' Hobby Show on display in the Seventh Floor Assembly Hall when Contacts went to press, we'd say they've done almost everything but build a rocket ship to the moon.

The Hobby Show has come to be an event looked forward to, not only by employees, but the customer-public as well. Streams of interested onlookers poured into the Assembly Hall during the week-long display to review the remarkable handicrafts and unusual collections.

There was everything conceivable — from collections of stamps, spoons and rare Icelandic books, to an outboard motor boat and a unique puppet show. Employees contributed exquisite needlework and fine paintings that would grace any home, and furniture that showed in every line the painstaking work and care that went into production. Then there were rugs, petit point, and other fine arts that made the work of the judges extremely difficult.

From Sunnybrook Hospital, in Toronto, came an exhibit of leathercraft—the work of a former Eatonian now hospitalized there. Many crafts and collections were the work of retired Eatonians and showed extraordinary skill.

Presentation of the prizes was made by Mr. A. R. Tucker, general manager, who complimented the exhibitors and the committee responsible for the show on their fine work.

Prize Winners of This Year's Show

Norman G. Phillips, head of department, Children's Shoes, whose sleek-looking 14½-foot runabout boat took the Grand prize.

R. Helyar, Grand prize for Retired Employees.

First Prize Winners in Other Classes

Photography

Gordon Smith, Department 261 Workroom.

Art

Paintings, Pastels—Miss Denise Chivers, Art Department.

Figure Painting—Mrs. F. Matheson, Department 177.

Sculpture, Carving—All three prizes were taken by Z. Peter Kaczmarek, Display Department.

Pre-Planned Painting—T. Laidlaw, Department 428.

Collections

Stamps and Coins—J. Course, Department 113.

Silver Spoons—S. H. Williams, retired.

Bird Study Notes—Gordon Smith, Department 261.

Books—Miss G. Thorsteinson, Department 101.

Rocks and Minerals—R. Helyar, retired.

Wood Samples—A. Sharhan, Department 1060.

Practical Handicrafts

Furniture, Toys—N. G. Phillips, Children's Shoes.

Fine Arts—R. W. Fraser, Department 1766.

Models—F. Hayman, retired.

Leathercraft—J. E. Jackson, Department 133.

Art Needlework

Cutwork—Mrs. A. W. Moller, Department 1041.

Embroidery—Mrs. E. Henderson, Department 1024 Workroom.

Needlepoint — Miss E. Cummings, Women's Coats and Suits.

Petit Point—M. Pearson, Department 184.

Knitting, Wools—Miss J. A. Yule, Jewellery.

Fine Laces — Miss S. Pankratz, Department 1100A; Miss H. Miller, Department 933 (equal).

Crocheting — Miss B. Windling, Department 159.

Cross-stitch Pictures—Miss R. Lemoine, all three prizes, Department 1740.

Bedspreads, Cloths—Miss E. Davies, Department 5.

Weaving—All three prizes taken by members of Department 111. First prize winner—Miss A. Landry.

Rugs — Mrs. Ruth Baldwin, Department 102.

Miscellaneous Sewing—Mrs. N. Jones, Department 290.

Miscellaneous

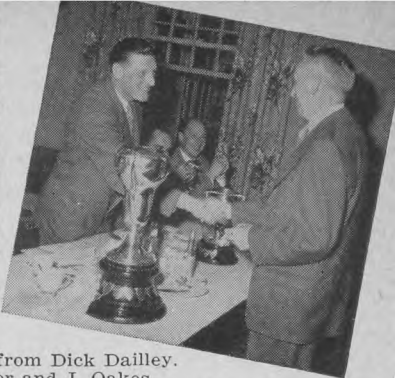
Puppet Show—Miss B. Nash, Department 9, and Miss M. Scott, Department 1.

LETTER FROM THE EAST

Bill Irwin (Receiving Room), a Hong Kong vet who is a patient in Sunnybrook Military Hospital in Toronto, has taken up leather work as a hobby. Bill sent two very fine examples of his work to the Hobby Show and was a prize winner.

In a letter to Mr. T. Giles, head of department, Bill applauds the weekly visits of the Veterans' Visiting Committee of our Toronto Store.

The boys in Bill's department wish him a speedy recovery.



Left—Mr. Lyle Christie receives the Dailley trophy from Dick Dailley.

Centre—Three old-timers: J. Debenham, J. Farmer and J. Oakes.

Right—Mr. Graham Scrivener presenting the B. C. Scrivener trophy to Mr. W. J. McKeag.

Grandfathers' and Seniors' Golf Day Proves Success!

A continuous threat of rain from the weatherman failed to deter just under 100 golf enthusiasts who qualified in the over 50 years' and grandfathers' group from showing Elmhurst who was master, Friday, May 29.

In some cases there was reasonable doubt as to who came out on top—the golfer or Elmhurst—but all doubt was removed by Mr. Lyle Christie of Departments 3 and 4, Mail Order, who copped the W. G. B. Dailley trophy for Seniors with a fine low net of 74.

Another game well under control was that of Mr. W. J. McKeag who won the B. C. Scrivener trophy for Grandfathers with a low net of 75.

Presentation of the trophies was made in each case by Mr. Graham Scrivener and Mr. Dick Dailley, sons of the donors.

Mr. J. E. Dolan, president of the Men's Golf Club, ably handled the chairmanship of the dinner.

PRIZE WINNERS

B. C. Scrivener Trophy—Grandfathers' Event
Low Net: W. J. McKeag. Low Gross: J. Johnson.

W. G. B. Dailley Trophy—Seniors' Event
Low Net: L. Christie. Low Gross: H. Einarson.

Special Prizes

Low First Nine: Bob O'Grady.

Low Second Nine: Perce Thompson.

High Hidden Hole: George Lovell, Bill Davidson, L. Glenat.

Low Hidden Hole: J. Pilkington, Tom Waldon, Reg Hinch.



Left—Lawrence Freeman receives the well-earned trophy from Mr. E. Rogers, M.O. Operating.

Right—Can they bowl! The winners: "Toots" Jones, Isabel Emslie, Lawrence Freeman, Ruth Hodgson and Steve Prokopenko.

Smorgasbord and Dance Winds Up M.O. Bowling

The completion of another successful year was celebrated by the M.O. Combine League with a smorgasbord and dance at the St. Vital Legion hall. Johnny Sinclair and his orchestra provided the music.

Guests at the head table were Mr. and Mrs. E. Rogers, Mr. and Mrs. T. King, Mr. and Mrs. J. Kellas, Mr. and Mrs. J. Livingstone, Miss D. Hardiman and Miss J. Fraser. Mr. Rogers and Mr. Livingstone presented the trophies and prizes to the winners. Mr. Prynne presented tokens of appreciation to the league executive on behalf of the bowlers, thanking them for a job well done.

The winning team was composed of Steve Prokopenko, Ruth Hodgson, Toots Jones, Isabel Emslie and Lawrence Freeman, captain.

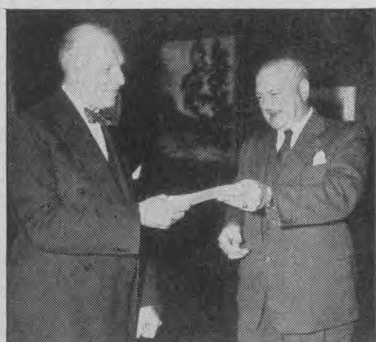


Left—Bill Stewart shows Hilda Sim the correct stance.
Right—Some of the enthusiastic Bowling gang.

Eaton Lawn Bowlers Swing Into Action

Yes, it rained . . . and rained . . . and rained . . . but that didn't dampen the enthusiasm of the intrepid Eaton lawn bowlers one whit! After many false starts the league got under way on June 9 at St. James Park, Canora and Portage Avenue. And judging from the reports, it is a real league. There are still a few vacancies for the Thursday night draw. Those interested please contact Bill Stewart, Department 1, Mail Order.

Officers for the season are: Bill Stewart, president; Miss L. Greenberg, treasurer; Mr. S. Poole, secretary.



President Clare Loveridge presents the Eaton Employees' \$75,000 pledge to Mr. H. E. Sellers, chairman, Joint Hospital Building Fund.

Your E.E.C.F. Reports

Employees of the Company in Winnipeg have subscribed \$75,000 to the Joint Hospital Building Fund over a three-year period.

Other contributions recently passed by the committee, include:

Air Cadet League.....	\$ 500
Wheel Chair Centre.....	300
Canadian Arthritis and Rheumatism Society	1,000
St. John Ambulance.....	500

This was made possible through the fine co-operation of the staff, to whom we extend our grateful thanks.

C. Loveridge, President.

A HAPPY SEXTETTE

It could be the story that Mr. Bowman has just told . . . or the fact that soon they will each be enjoying a life of happy retirement . . . but these five members of the Engineering staff have the widest grins we've seen in a long time. The picture was taken at the annual Spring Frolic held by the department at Valour Road Legion hall, when they were the guests of honour. Many happy days ahead for each one of you, fellows!



Left to Right—Mr. A. P. Bowman, supervisor; Messrs. Jim Smith, Bob Smullen, S. McChesney, R. McCalmont and Sam Coulter.

Tributes to the Company's high calibre of service, and the attentiveness of members of our staff, are still being received. Here are a few representative letters indicative of how much service and courtesy are appreciated.

BOOSTER BUILDERS!

Mrs. Burdett, Take a Bow!

Mrs. Burdett, Women's Dresses, Fourth Floor, who retired in February, has a host of friends among the customers she has waited upon. One of them took the trouble to send her this very thoughtful message on the eve of her retirement:

"This is just a wee note to wish you well as you leave the Store on Saturday to start a life of retirement. You know I am going to miss you very much around the Dress Department, as, no matter when I went to buy a dress or look around, you always greeted me with a cheery 'hello!' and a grand smile.

"I hope you will be blessed with good health to enjoy the change of staying home and doing the many things you have looked forward to for such a long time."

And to these sentiments, Mrs. Burdett, we add our own good wishes.

Another Satisfied Customer on

Cyril Horsfall's Route, Writes:

"Since I was unable to write you at the end of last year to tell you how very much we appreciate the services of your delivery man, Cyril Horsfall, I am doing so now, believing the old adage that it is 'better late than never.'

"It is a pleasure to have him come to our door with his unflinching cheerfulness and courtesy, and I feel that it is only right on the part of the customer to recognize the fine manner in which he upholds the best tradition of The T. Eaton Company." Good going, Cyril!

Another Driver Rates High on His Route!

Frank Forrester, Delivery, is commended by a customer for his outstanding service over the years. She says that in four years he has never misplaced a parcel and has followed her instructions meticulously.

It is a source of considerable satisfaction to have customers tell us nice things like this, and we congratulate Mr. Forrester.

And Still Another Driver Rates High Praise!

From St. James comes this tribute to an Eaton driver.

"I casually asked your driver, yesterday, his name, and he told me that it was Dick Dawson, and I am writing to you this note of thanks to him for his very courteous service to the people of this district.

"He is indeed an asset to The T. Eaton Co., and by his kindly attitude through the years, has won many friends in the district. It seems that nothing is a trouble for him, and as my wife, on account of her health which does not permit her to go down town, depends on Dick for most of her shopping services, he never fails to help her out with her problems.

"I have spent many years in public service and can assure you that it requires no imagination on my part to realize just how trying the public can be under certain circumstances, and while we do not crave any kow-towing, his attitude is at great variance to other employees of various firms with which we do business.

"He is certainly a credit to the firm and I wish you would thank him for us for his services. We feel that he deserves it."

"A Fine Choice," Says Mrs. Hurd

A bouquet goes to Mrs. Mildred Hurlburt, of the Coat Department, for her good taste in choosing a poodle cloth coat for Mrs. L. Hurd, of Brandon, Manitoba. Mrs. Hurd writes her thanks and expresses her gratitude to Mrs. Hurlburt for making such a fine choice.

Praise for the Paints

Mr. A. Wylie, of the Paint Department, received an appreciative letter from Mrs. A. L. McDermot, Winnipeg, for the courtesy and efficient service given her recently from the Paints. Mrs. McDermot says, "The unfortunate accident when our mirror fell off the wall, breaking the baseboard, electrical outlet and mirror itself, only strengthened our opinion that service and satisfaction at Eaton's is paramount."

Hammond Organ Proves To Be Asset

From Winkler, Manitoba, comes a pat on the back for Mr. D. Eaton, of the Music Department. Mr. Peter D. Labun is loud in his praise of Mr. Eaton for the help, eagerness and assistance he gave in helping to procure a Hammond organ for the church in Winkler. Mr. Labun says the organ is becoming a real enjoyment to the congregation.

Take a Bow—Decorators!

"I would like to express my appreciation to your department for the exemplary manner in which the recent decorating of my home was performed. I was extremely pleased with the results.

"To the supervisor-foreman, Mr. Joseph Donaghy, who, at my request, selected the wallpaper, my particular thanks. The choice was highly suitable. Your workmen, Messrs. McKane, Moore and Olafson, are to be commended for neat and efficient conduct of their jobs. Also, it was gratifying to be able to leave the house in their charge unattended during the day, with the assurance that all of your men could be implicitly trusted on the premises.

"Again, please accept my thanks for a thoroughly satisfactory effort."

A Former Eatonian's Tribute

"Having recently purchased a fine collection of gifts for a kitchen shower, my friend and I wish to express our appreciation to clerk No. 38 (Mrs. M. Kennington) in the Hardware Department. We found this young lady most efficient and co-operative, and instead of having a task to perform, with her help, it turned out to be a pleasure.

"As a former Eatonian, may I, through you, sir, pass along my sincere thanks to a present Eatonian."

A Letter of Praise to the M.O. Boys' Clothing from One of Our Saskatchewan Customers!

"Last September or October I ordered from your Fall and Winter Catalogue: two pairs of boys' all-wool underwear No. 28-2001, price \$4.95 each, page 184, 185. These are, without a doubt, the best men's and boys' woollen underwear I have ever seen for washing and wearing qualities. Your buyer would do well to reorder this garment for your next fall and winter sales if available."

Hats Off to Hardware!

Mr. J. C. Watt, assistant in the Hardware Department, made an adjustment for another satisfied Eaton customer, acknowledged as follows: "I wish to acknowledge the receipt of an Eaton Cello Mop as a reply to my previous letter regarding a Minute Mop, purchased in your department.

"I did not ask for, or expect, any other article, but we do greatly appreciate Eaton's policy of completely satisfying their customers. Many thanks!"



IT'S NOT
WHAT YOU
DO...



... IT'S THE WAY THAT YOU DO IT!

... of course, there's nothing wrong in making a comment about the wife's new bonnet BUT what you say, and how you say it IS important!

AND this rings a bell where customers and service are concerned. Let's just cite a little illustration.

Mrs. Winnipeg walks into a store and makes a purchase. She is treated with politeness and efficiency, so she can't complain about the service—but neither can she particularly commend it. Whether she knows it or not, the personal touch has been lacking.

NOW we find Mrs. Winnipeg shopping at Eaton's. As she pauses beside a counter of children's socks, Miss Eatonian comes forward and greets her with a warm, friendly smile. She makes herself helpful, too. Once she knows the size, pattern and colour her customer is seeking, she finds

it in a minute and her remark, that the socks are a sale value for that one day, is welcomed by Mrs. Winnipeg who takes more than a single pair in order to fully share an exceptional saving.

As the sale is completed Miss Eatonian mentions that there is also a special sale in Children's Shoes, just across the aisle. With her change and her parcel, Mrs. Winnipeg receives a sparkling thank-you coupled with a cheerful "Good Morning" and, elated over the pleasant service she has just received, she heads for the Children's Shoes!

Such courtesy cost Miss Eatonian nothing, yet, by taking a warm, personal interest in her customer, she made a friend for the Company and a friend for herself!

Right! IT'S NOT WHAT YOU DO BUT THE WAY THAT YOU DO IT THAT COUNTS.

—Thanks to "The Edmontonian"



Frances Reid, daughter of H. M. Reid, Stock Audit, who graduated as a Bachelor of Arts from the University of Manitoba last year, secured the degree of Bachelor of Pedagogy this year from the same university. In addition she has the degrees of Associate and Licentiate of Trinity College, London, in Speech Arts and Elocution. She is continuing her studies for the same degree at the Toronto Conservatory of Music.

Pity the Poor Editor!

Getting out this magazine is no picnic! If we print jokes people say we are weak-minded; if we don't, they say we are too ponderous.

If we clip things from other papers, we are too lazy to write them ourselves.

If we write everything in the book, we are trying to hog the show.

If we stick close to the job all the time, we ought to be out hunting up news.

If we go out and try to hustle, we ought to be on the job in the office.

If we don't print contributions, we don't appreciate true genius; and if we do print them, the paper is filled with junk.

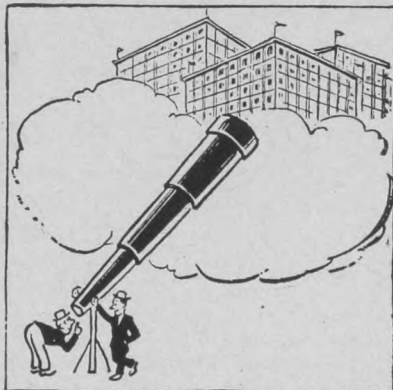
If we make a change in the other fellow's write-up, we are too critical; if we don't, we are asleep.

Even now, likely as not, some egg will say we swiped this from some other magazine... WE DID!

FORMER EATONIAN RECEIVES DEGREE OF MASTER OF FINE ARTS

George A. Hayward, formerly of Men's Shoes, recently received the degree of Master of Fine Arts at the 60th annual commencement of Ithaca College, Ithaca, New York.

WHAT'S GOING ON-



AROUND HERE?

BASEMENT STORE

By M. McCance

We are pleased to welcome back Miss Lucille Burch who has had a nose operation. Also Miss Stella Shozda who has been ill for several weeks. Glad that you are feeling better, Stella.

Lucille Rosiere left for another position on May 30. The department presented her with a large packaway and the girls in the section gave her the overnight bag to match.

Miss Beatrice English left to be married on May 30. She received kitchenware from the department and Miss Jerry McLellan held a miscellaneous shower for Beatrice at her home.

Mr. Bud Inch was married on June 4 at Chalmers United Church. His bride was Iris Grimstead, formerly of the Sales Audit. The department gave Bud a coffee table and the men held a stag at the home of Mr. L. Lewis and presented him with an ash tray and stand. We all wish them both the very best of everything.

Miss Fern Young and Miss P. McCance held a dinner at Moore's in honour of Miss Mary Caliguere, a bride-elect of July. Mary was presented with a wool blanket and coloured sheets and pillow cases.

Sincere sympathy is extended to Miss Lillian Weihe on the death of her grandmother.

Meats

Thursday, April 30, was a big day for Wesley Alexander who celebrated his 30 years with the Company and with the same department. The staff assembled before Store opening, headed by Mr. W. Hodgson who presented Wes on behalf of the staff with a lovely table lamp, wishing him the very best and still many years of service ahead. Congratulations from all of us, Wes.

Thursday, May 14, the staff assembled to say good-bye to Jean Epps who was married to Fred Archer on June 6. Bob Stacey presented Jean with a lovely mirror, a token of esteem from the staff. Our very best, Jean, to both of you and "lang may your lum reek."

Shoes—By Christine Mickoski

Congratulations to Miss Ardith Cummings who received a diamond from Roger Lernout, Men's Shoe Department, on May 16.

Twenty

5c to \$3.00—By P. McCance

Miss Esther Gilson, section head of our Toys, is wearing a lovely diamond ring, gift of Raymond Mackie. The girls held a shower in her honour at the home of Miss Rene Shaw.

Mrs. Marge Millward left our staff on June 13 to take up residence in Vancouver. A presentation was made to Marge with our very best wishes for the future.

Luncheonette—By M. Hogg

Mrs. H. Shepherd and Mrs. E. Ebbitt, Basement Luncheonette, retired May 30. Each was presented with a handbag and a purse of money by Mr. Love. The staff held a luncheon at the Homestead in their honour on Wednesday, May 27, when each of them was presented with a lapel pin.

* * *

MAIN FLOOR

Economy Home Furnishings, Hargrave Annex

Congratulations are extended to Mr. and Mrs. O. Davies, Economy Drapery Section, on the birth of a son on June 3, Donald Trevor, a brother for Janie.

Sorry to say good-bye to Mrs. Iris Knott who left the Economy Drapery Section after four years. She is missed by all the staff.

Glad to have Mrs. Alice Broly (Economy Drapery Section) back with us after her recent illness.

Welcome back also to Charlie Belton (Economy Furniture) after his lengthy illness and absence of four and a half months.

A motor trip to the west coast was Mr. and Mrs. S. Stephens' (Economy Furniture) schedule for his quarter-century holiday. Hope they have a good trip.

We are all admiring Miss Jennie Krasicki's (office) tan, a result of "southern exposure"—from all accounts it was an enjoyable vacation.

Books and Stationery—By M. C. Lawton

To Emilie Novotni, a bride of June 6, an electric clock and a mirror, with our best wishes for the future. Emilie will live in St. Vital. Presentation was made by Mr. Freeman on behalf of the department.

On May 31, a bus load of youngsters and oldsters took off on an old-fashioned basket picnic to Falcon Lake to enjoy the hospitality of Mr. and Mrs. R. Norman Gregg at their summer home. The hour was early, the day was gray, but the crowd was bright and merry. To while away the time, the committee handed out prizes of lipstick and face powder, candies and popcorn. We arrived at our destination hungry as the bear we saw crossing the road, and soon we were demolishing salads, sandwiches, cakes and cookies washed down by hot coffee.

As soon as the boys and girls could move, a three-legged race was organized. After much falling down, Ray Monteith and Joan Butler managed to touch the tape and were declared the winners. The rest of the entrants were too tired to dispute the decision.

In the free-for-all called baseball, Boscott's Bums were defeated by Boyce's All-Stars. The "Life Begins at . . ." race was won by Ella Beaton. There were numerous novelty races but nobody can remember who won 'em. Same with the tug-of-war.

Mr. King had a lot of fun with his movie camera, but we bet he won't have the courage to show them to the gang.

We really enjoyed the outing and were thankful the rain called a halt for a few hours. After a vote of thanks to the Greggs, we headed for home, tired but happy. It was voted the most successful "do" we have had for some time.

Drugs—By C. O'Kelly

A most enjoyable party was held on Tuesday, May 26, at Vasa Lund Park in honour of five of our staff. Millie Campbell, with 35 years' service, and Margaret Angus, Margaret Currie, Hubert Wilson and Bert Ellis all celebrating 30 years.

Following a fine smorgasborg dinner, the gathering indulged in a lively sing-song accompanied by Jackie Oddlifson at the piano.

Bud Stevenson, master of ceremonies, congratulated the guests of honour on their accumulated 155 years' service.

Mr. Blakeman, supervisor, read messages of congratulations from Mr. Maley, Edmonton; Mr. Merrett, Calgary, and Mr. Green who was away on a buying trip. He expressed regret that Miss Angus was unable to be present.

Mr. McKerchar, briefly addressing the gathering, made the presentations with a few well chosen words to each of the honoured guests. To Mrs. Campbell, a pair of bedroom lamps; pen and pencil set to Bert Ellis; to Margaret Currie, a chenille bedspread, and to Hubert Wilson, a trickle charger.

He remarked that 35 or 30 years is a long time, but for friends, not long enough.

Mrs. Currie, speaking for the guests of honour, thanked the department for a wonderful party.

A vote of thanks is due Jim Hunter who brought Bill Hobley in a wheel chair. Bill has recently had an operation on his foot which would have prevented his presence but for Jim's help.

Dancing completed the evening.

We are pleased to hear that Malcolm McRae, of Dispensary staff, is recovering from his recent operation. We shall be glad to see him back.

Notions—By V. Gillespie

We welcome back Mrs. Phyllis Mutton and Mrs. Elva White after their recent illnesses.

* * *

SECOND FLOOR

Fancy Goods—By Mabel Deacon

A farewell luncheon was held at the St. Regis Hotel, Wednesday, May 27, in honour of Mrs. Frances Shalely who left to resume her duties as housewife, at which time she was presented with a necklace and ear-ring set by her associates. Mr. M. Tasker, supervisor, presented her with a beautiful handbag on behalf of the staff and congratulated her on her efficiency as a saleswoman and her untiring efforts to please her large clientele during the period of six and a half years with the department.

Mrs. Rose Danyluck, a former member of our staff, entertained a number of the staff at her home, 332 Sidney Avenue, May 19. The girls enjoyed themselves very much and from all reports Rose is an excellent cook.

Our best wishes are extended to Agnes Golding, nee Genthon, who became the bride of Charles Golding, of Montreal, on May 23, in Visitation Chapel, Winnipeg.

Mrs. Ellen Rodway, Chicago, Illinois, a former member of the Fancy Goods, renewed acquaintances in the department recently while visiting in the city.

Floormen

Mr. Tom Johnston, Floormen, received a message from Northern Ireland that his nephew, Ronnie Davidson, of Ballymena Technical School, was chosen to represent his school at the Coronation of Queen Elizabeth II. (Ballymena is where Mr. Timothy Eaton was born.)

THIRD FLOOR

Meats

May 16, Wally Osland, of our Cutting Room staff, left for a new position. Mr. George Thomson, on behalf of the staff, presented him with a pen and pencil set, wishing him success in his new venture.

Welcome back to Mr. Black, of 1784 Department, after his long illness. We hope his health continues to improve.

Things will be rather quiet from this corner, as our Contacts' correspondent, Miss Hilda Mensforth, is enjoying a long holiday. Hilda was in London for the Coronation and will tour the continent for the next few weeks. Hope you liked the flowers in your stateroom, Hilda. Hilda is greatly missed by all. We do hope she is having a wonderful holiday.

* * *

FOURTH FLOOR

Beauty Shops—By Mrs. S. Proctor

Sorry to hear that Mrs. K. Houston is ill and in hospital. Hurry up and get well, Kay, we all miss you.

Welcome back to Mrs. B. Liddle after her stay in hospital. Bettie looks to be in perfect health.

Miss Janey Odic has left and is now on her way to France. She was presented with a lovely nylon night gown from the department. Mr. Bessette did the honours. Bon voyage, Janey.

Mrs. Alice Inglehart has left to become a full-fledged housewife. Mr. Bessette on behalf of the department presented Alice with a lovely lamp. Best of everything, Alice.

Lingerie—By C. I. Chisholm

Mrs. Sarrell (Shirley Whitney) left April 24 to take up household duties. Mrs. Sarrell was presented with bedroom lamps, table cloth and a breakfast set at a party held at Mrs. Lewis' home.

Marian Stewart and Elsie Kruse are back after holidaying in Florida. By the lovely tan they have, we know where the sun has been this last month.

We are sorry to report Molly Yauk and Mrs. O'Brien on the sick list. We hope they will soon be back with us.

Mrs. Keenan left May 30 for Vancouver to join her husband. Best of luck in your new home.

* * *

SIXTH FLOOR

Carpets and Linoleums—By Gladys McLean

A very enjoyable barbecue party was held at Mr. and Mrs. Jephson's "dog house" on Thursday night, June 11, to honour Mr. Sid Holmes who retired from the Workroom on June 6. Thanks a lot, Mr. and Mrs. Jephson, for having us.

When Mr. Sid Holmes left the Workroom, June 6, Mr. W. Reid presented him with a robe, slippers and wallet, gifts from Department 272 and 272 Workroom. The best of luck, Sid, hope you have a grand holiday in California and will be looking forward to hearing about it when you return.

A baby girl was born to Bill and Edna Andrew on May 22, Sherrilyn Andrea, weighing in at 6 lbs. 9 oz. A sister for Janice Lynne. Mummy is the former Edna Williams of the Employment Office.

We were sorry to say good-bye to Mrs. Purse who left to take up home duties after being with us for three years.

General Office—By L. Browne

Lydia Fishbrook, of the Correspondence, left Wednesday, May 27, to be married to Mr. Harry Gysler, on Saturday, June 20. A presentation of an electric kettle and a silex was made from the staff and girls, along with good wishes.

Our second bride-elect of the month was Jean Blanchard who left to be married to Mr. Ken Micklash on June 6 at St. Vladimir and Olga Cathedral. Mr. Whitbread presented Jean with Revere ware and Imperial Crystal from the office staff and girls.

Dan Cupid is still working in the G.O. and this month captured three. Bobbie Elliott became engaged to Jack Halhead and Elinore Evans to Ken Astleford, also Larry Thompson to Gloria Rebeck of 173 Department.

Mrs. Irene Legros, Vicky Barkwell and Betty Scott left us this month. They were the recipients of gifts from the girls and staff.

When Stuart D'Arcy left to reside in Toronto, he was presented with two golf clubs from the office staff.

Congratulations are extended to Mr. and Mrs. Peabody on the birth of a son.

The General Office came up with another winner. This time in golf, when Gerry Gray captured the B.C. Scrivener trophy in the recent field day. Congratulations, Gerry, and good luck in your try for the J. D. Eaton trophy in August.

Correspondence—By June de Gagne

Department 117's happy little "May Belles" are Claudette Irvine and Myrna Weber who have recently become engaged to the luckiest boys in town. Claudette to Ted Kowalezyk, and Myrna to Larry Lowden. Congratulations, fellas!

We wish to extend our deepest sympathy to Miss Pat Mansky on the loss of her grandmother.

* * *

SEVENTH FLOOR

Stock Audit—By D. Barker

Mr. Harry Reid was pleasantly surprised on the eve of his 40th anniversary by members of the Stock Audit and their wives at his home, Friday June 5.

Harry was the recipient of many useful(?) gifts including a lovely fishing outfit presented to him by Mr. St. John on behalf of the staff.

Miss Ivy Morris was also able to attend although her arm was in a cast, the result of a fractured elbow. We hope Miss Morris will recover soon.

The evening was spent in games and musical entertainment provided by some accomplished Stock Auditors—Mr. Reid highlighting the occasion by singing old-time songs.

Furniture and Bedding—By Marion McPhail

In honour of Miss Joan Hall, a bride-elect of May 29, the girls of the Furniture and Bedding entertained at a luncheon at the Homestead. The guest of honour was presented with gifts. Karsh had better watch out as there is a top-rate photographer in the Furniture Office.

The department's gift to Joan was a pair of sheets and pillow cases. Loads of luck to you and Roy.

* * *

EIGHTH FLOOR

Budget Plan—By E. Tamplin

Our best wishes go to Mrs. Dorothy Angus and Mrs. Marion Hrechkosy who left the office to make housekeeping a full-time job. Dorothy received a pair of lovely pictures and Marion a magazine stand.

Sorry to say good-bye to these, too: Mrs. Marlene Ireland who left for a career at the Victoria Hospital, received a parting gift of cups and saucers, and also a gift of china from her section.

Darlene Darker's gift from the department was an iron and the girls gave her a pair of sheets.

Mrs. Eva Hagemeyer has gone to reside at the west coast. The girls gave her a beautiful blouse as a parting gift.

Loads of happiness to Verda Pierce, our June bride. Verda was married, June 6, to Mr. Noel Jasper at Calvary Temple. A presentation of dinnerware was made by Mr. Shearer and the girls gave her book ends.

A friendly "Hello" to Ruth Telford and Bill Bates. Nice to have you back with us again.

Sales Audit and C.O.D. Office

By Joyce Baldwin

Our best wishes are extended to our first June Bride, Iris Grimstead, who was married June 4, to Bud Insch, at Chalmers United. Iris was presented with a modern figurine table lamp from the department. A three-hostess miscellaneous shower was held in her honour by Bena Johnston, Mary Pasta and Aletta Flett. Best of luck to you both.

A more recent member of the staff, Ellen Davis, also left us to be married. Ellen received a linen table cloth from her friends and co-workers.

We have a sparkling new diamond in the office put on that all-important finger of Julie Federowich by Herb Henderson. Congratulations to you both.

Good luck to Irene Granger, Lorraine Graham and Fay Woods who have left the city booking section for other positions. Irene was presented with a compact and nylons, Lorraine a handbag, gloves and compact, while Fay received ear-rings and nylons, as parting gifts from the girls in the section and the department.

We also bid good luck to Clare Hanvey and Marilyn Miller, of the C.O.D. section. Clare received a beautiful nylon blouse from her co-workers and nylons from the department.

Farewell and good luck to Kathy MacKay and Marion Kitar, two comptometer operators. Kathy was asked to accept, as a little reminder of all of us, a pen, gloves and nylons, while Marion received gloves, necklace and ear-rings from the girls.

The stork has been busy again this month visiting another former member. Congratulations to Doug and Eileen Scott (nee Cartmill) on the arrival of a daughter, Lylene Beverley, on May 24.

Display Department

A presentation of a hostess chair was made to Herbert Alger prior to his marriage to Yvonne Soubry on May 15 at St. Luke's Anglican Church.

Marie Johnson, who became Mrs. Bill Ward at a wedding ceremony on June 4 at St. Matthew's Anglican Church, received a lovely chenille bedspread from the department.

The department welcomes Jack Caine and Scott Brewster back to work after their illnesses.

City Advertising

We're sorry to report that Ethel Pratt, of the Art Department, has been away ill.

Welcome to three new artists: Ina Estabrooke, Bruce Head and Dave Strang.

Two prize-winning artists walked off with a first and second at the Employees' Hobby Show: Denise Chivers and Len Sandeman. Congratulations to you both!

OFFICE COLLECTION

I usually chip in
A dime or a quarter,
But this time I really
Think I oughter
Put in a buck or two,
Or maybe three,
Seem' as how they're collectin' for
Little old worthy cause—me.

—Naomi Masson. (Clipped)

In The Mail Bag

MAIN FLOOR

Freight and Express Shipping—By C. Kirton

May 29 the drivers of Freight and Express Shipping Department gathered at Mr. and Mrs. McCrea's home, honouring him on his quarter-century. A gay time was had by all. Mrs. McCrea sang a few numbers and there was lots to eat!

* * *

SECOND FLOOR

M.O. Packing and Money Returns

By F. Spice

Congratulations to Mr. Charles Ridgedale on his 30th anniversary with the Company on May 31. He received a metal picnic box from the department along with other gifts from his business associates and friends in the department.

Miss Doreen Polley left Department 113 on June 1 to take up a position as a receptionist at the Victoria Hospital in the city. She received a blouse and ear-rings from the department and a jewel box from friends in the department. Best of luck to her in her new job.

In honour of Miss May Cannon who is to celebrate her quarter-century in the fall, a social evening was held in the home of Miss Muriel Scott on June 4. There were a lot of the old timers there.

A shower was held on May 12 at the home of Miss Helen Lescarbeau in honour of Miss Hedy Friesen, a bride-elect of June 13. Miss Friesen left on June 6 to be married to Mr. Aron Thiessen at First Mennonite Church. Before leaving work she received an automatic toaster and a rug from the department. Best of luck to them both.

We are glad to have the following retired men back with us: Mr. C. Cook, Mr. H. Moran, Mr. J. Anderson, Mr. W. Kenchington and Mr. W. Patton in the Billing Office.

The following three young ladies came into work with a diamond ring each in the last few weeks: Misses Merle Campbell and Terry Ritchot, of Department 122R, and Miss Verna Battellino, of the To-Follow Office.

A dinner was held at the Homestead in honour of Miss Vera Kushnir, a bride-elect of July 25.

A miscellaneous shower was held at the home of Miss Jean Sterling on June 12 in honour of Miss Terry Ritchot. She was presented with a featherweight iron, sheets and blankets along with other gifts.

Miss Verna Easton, Department 122D, left on June 13, to be married on June 20 to Mr. Ernie Proule at Our Lady of Victory Church. Best wishes to them both.

* * *

FOURTH FLOOR

M.O. Children's Shoes—By D. Clubb

Congratulations are extended to Mr. and Mrs. Art Milton on the arrival of their baby daughter, Sandra, May 24, a sister for Joyce and Heather.

June 6 was a big day indeed for our Don Gibson—his wedding day. He was married at Calvary Temple to Vivian Taylor, of the M.O. Budget Office. Congratulations and our very best wishes to you both.

M.O. Hardware

By H. Sigurdur and B. Landry

We express our sincere sympathy to our assistant, Mr. D. Mackie, whose mother passed away recently.

We were pleased to welcome back Ernie Connelly after his illness in Deer Lodge. We hope that he will continue to feel better.

Congratulations to May Yule who won a prize in the Employees' Hobby Show.

FIFTH FLOOR

Draperies—By I. Eilmes

Our congratulations are extended to Mr. W. Agnew on the birth of a grandson, William Bruce Henderson, on June 3.

Miss Helen Unrau became the bride of John Friesen on May 24 at Krounseld Church at Lowe Farm. Our best wishes are extended to both.

Speedy recovery to Miss Annette Dymtrow who recently had an appendix operation.

We are happy to see Miss Violet Baranowski back on her feet and at work after "frying" herself in the sun.

* * *

SIXTH FLOOR

M.O. Dress Goods—By Winnie Crowston

Congratulations to Evelyn Foster on winning second prize for her cut-work pillow cases in the Eaton Employees' Hobby Show. Nice work, Evelyn.

We are pleased to report that Mrs. Teddy Reid and Mr. Charlie Wall are now out of hospital and are recuperating at home. Hope to see you back at work soon, Teddy and Chuck.

* * *

SEVENTH FLOOR

M.O. Sporting Goods—By D. Hardiman

We are happy to report the birth of a third son to Mr. and Mrs. Ed Agagnier at the Maternity Pavilion on June 2, Coronation day. Congratulations to the new baby and parents.

Also congratulations to Mr. and Mrs. Peter Kops on the birth of a daughter at the Maternity Pavilion on June 2, Coronation day. Peter comes in and works for our department when he is not busy on his farm.

M.O. Budget Plan

By E. Meadows and P. Young

Eleanor Demarski left to become the bride of Stanley Perch on May 21 at St. John Cantius Church. She was presented with a wool blanket from the department. Good luck to you both.

Our best wishes go to Vivian Taylor who became the bride of Don Gibson on June 6 at Calvary Temple. Vivian was presented with aluminum ware from the department.

Georgina Beaton was married to Anthony Wasio and Audrey Foulds to Mac Smith on May 30.

Linda Lerch was guest of honour at a miscellaneous shower held at the home of Evelyn Arnold on June 9.

We are happy to see the following back from sick leave: Audrey Grant, Linda Mihaychuk, Marj Honke, Herman Olafson. We also extend get well wishes to Pat Leslie.

Good luck to Marsha Holt who was presented with a gold compact from the staff prior to her departure for Montreal.

To the many new members who have recently joined our ranks, "Welcome."

Our sincere sympathy is extended to Isabel Stewart on the recent loss of her sister.

M.O. Women's Lingerie—By Bea Nash

Our best wishes to Mr. Ernie Allan who retired June 1. A presentation of an electric razor was made by Mr. R. Chatfield, and Ernie's many friends around the Store and Mail Order dropped by to convey their good wishes.

We hope Lane Hantscharuk is now enjoying every minute of that long-awaited eight weeks' holiday in Los Angeles. Have a wonderful time, Lane, it only happens once.

EIGHTH FLOOR

M. O. Exchanges—By M. Davies

On May 16 the Exchange staff extended best wishes for a very happy future to Olga Orlowski and Fred Kostyshen who were married May 20 at Blessed Virgin Mary Church.

On leaving, Olga was presented with many lovely gifts including a chenille bedspread, gift of the department staff.

Our sincere sympathy to Mike Myslawchuk whose father passed away recently.

M. O. Copying—By M. Shepherd

When Donald Romano left the department for her wedding at Holy Trinity Church, Honor, Man., on May 23, to Stanley Paradoski, she was presented with a bedspread and table cloth. Mr. and Mrs. Paradoski are residing at Honor, Man.

M. O. Salesroom, Files and Correspondence

By J. Greenwood

Another diamond is shedding its brilliance in the Salesroom Cash Cage. Gloria Ribenick is the lucky girl. Best wishes, Gloria.

Dorothy Walker (159) and Agnes Farkas (167) left us on Saturday, June 13. Object: matrimony. Dot married Kelvin Smith at Young United Church on June 13. The department presented her with a lovely bedspread and she also received many varied gifts from personal friends.

Agnes, who became the bride of Del Johnson on June 20 at St. Joseph's Church, received a mirror from the department and blankets from the girls.

Best wishes, girls, from all of us.

We are happy to see Ruth Magnusson back at work after her recent illness.

Sorry to report that Val Ostertag has been out sick. Hope it isn't too long before you are feeling better and back with us, Val.

Many thanks to Georgina Brownlee and Louise Lauch, our last Contacts representatives who have passed the job on to me. Thanks again, girls, you did a swell job.

Our deepest sympathy to Jack Greenwood on the loss of his father.

Photographic Workroom—By S. Sapiak

Our congratulations go out to Mr. and Mrs. Clarke on the birth of their baby girl, Sherry Lynn. Shirley Clarke was formerly a member of this department.

Vivian Salter came in recently with a lovely diamond on that all-important finger. The lucky man is Jim May. Best wishes go out to you both.

Mr. Baxter, a former member of our department, paid us a visit. He and Mrs. Baxter are now living in Vancouver. Nice to see you two again.

* * *

NINTH FLOOR

M. O. Men's Furnishings—By Dorothy Dee

Our very best wishes are extended to Miss Martha Lovberg who was married on May 16 to Mr. William Scollnik. Martha was presented with a gift of linen by Mr. G. Firth. She was also the recipient of many other gifts. Best of luck to you both.

M. O. Jewellery—By J. Farr

May 30 was a big day for Miss May Manson when she was crowned "Queen of the Flatware," the occasion being 25 years with the Company.

Mr. Dunny Dewar, formerly of Department 15 and now with Department 215, was presented with a pottery rose bowl from his former fellow workers with best wishes for his success. We miss you, Dunny.

Departments 15 and 17 joined Department 215 and other associate departments at a party at the Assiniboine Hotel to honour our supervisor, Mr. A. Cranston, marking the completion of 25 years with the Company. Our best wishes for many more years, Mr. Cranston.

M. O. Hosiery—By May Scott

Glad to report that Olive Budd is coming

along very well after her operation and by the time this goes to press she will be out of the hospital.

We were all thrilled to receive the news that the entry of a puppet show which Miss Beatrice Nash of 9 M.O. and your correspondent had entered in the Employees' Hobby Show had received the first prize in that class.

It was a lot of work, but we had fun making it.

M. O. Notions—By H. Price

On the morning of May 22 a gaily decorated table welcomed Miss Edith Schmeichel. Edith, who became Mrs. Patterson on May 30, was presented with a sandwich toaster by Mr. S. Marshall, department assistant, as a token of esteem from her co-workers. Mr. Marshall thanked Edith for her past service and wished her all happiness for the future. Many personal presents were in evidence, lovely tributes from her friends.

22 and 24 Departments' annual bowling classic took place, April 16, at the Bowl Arena. Six teams consisting of five players each participated. The bowling was fast and furious. When the smoke cleared away Mr. Aker's team emerged the winner. The presentation of the trophy and prizes took place the following morning and were as follows: trophy and individual cups and prizes to the winning team consisting of Mr. Aker, Dorothy Chisnell, Edith Schmeichel, Rita Renaud, Mary Gryzko. The following individual players won prizes as listed: Mary Gryzko, Dorothy Chisnell, Clarice Merrifield, Ruth Francey. So until 1954 the other teams will have to be content to leave the trophy with Mr. Aker and his cohorts.

Congratulations to Mr. and Mrs. D. S. Marshall on the birth of a baby daughter, Mary Elizabeth.

Miss Sigurdson, better known to her friends as "Chrissie," retired Friday, May 8. Mr. Tasker, department supervisor, on behalf of the staff, presented Chrissie with a lovely handbag and thanked her for the years of devoted service, also wished her health and happiness for the years to come. A telegram arrived from Mr. Aker, department manager, who was east on business, congratulating Chrissie and also wishing her the best for the future.

Chrissie was the recipient of many personal gifts. Included in the steady parade of visitors that day were retired supervisors Mr. Shaw and Mr. Williams. So for now, Chrissie, we'll say "Au revoir, good health and the best for the future."

It was with deep regret that we learned of the passing of Mr. V. Gilmer, retired assistant manager of Departments 22 and 24. Mr. Gilmer will long be remembered for his kindness to all, particularly in times of distress. We extend our deepest sympathy to Mrs. Gilmer and Jack.

PRINTING PLANT PATTERN

By M. Torrance

Our sympathy is extended to Mrs. Pauline Bush in the loss of her mother.

It was with deep regret that we received the word of the death of Mr. George Lawrence who passed away at Deer Lodge Hospital, May 20, after a lengthy illness.

Congratulations to Mr. and Mrs. George Shaski on the birth of a daughter.

Once again, in our department, Dan Cupid's arrow has found its mark. Jennie Evanecky has promised to become the bride of Stan Mielimak. Congratulations and best wishes.

Pete Heiland became a member of the Quarter-Century Club, May 22, after 25 years of faithful and unbroken service. Congratulations and many more years of service.

Again we say "Au revoir and good luck" to two members of our staff: Terry Smith who has decided to make housekeeping her full-time job, and Metro Kalack who left to reside in Toronto.

SHOE MAN WINS NATIONAL HONOUR



Department W37 (M.O. Men's Shoes) is very proud of Gordon Beck, one of the members of the staff.

This aggressive young man completed a six-months' course in shoe salesmanship with the The Footwear Institute of Canada and received a diploma.

Following is an excerpt from the final examination, reprinted by Leather Journal, Montreal, pertaining to a question asking Gordon to relate a personal shoe problem with a customer and how he solved it.

"What I consider a most successful sale was the occasion on which a customer who had been wearing single-sole oxfords for quite some time, came into the store. He was constantly being troubled with hot, tired feet. After conversing with him for a short time, I found he had to walk over a gravel road to and from his bus, a distance of approximately half a mile each way.

"I asked him if he had ever considered a double-sole oxford? He replied that he had, but thought they would be too heavy. I explained that the possible reason for his discomfort was the very thin sole and suggested he try a heavier shoe.

"He bought a pair of full double-sole oxfords and returned a week later and thanked me for my suggestion, and also promised me future business.

"I consider that success in fitting a customer with what he or she requires is not only good business but good advertising as well. Knowing your stock and having a good size and colour range adds to supplying customers with their requirements."

Gordon Robert Beck,
The T. Eaton Company Ltd.,
Winnipeg, Man.

—Leather World, March 1953

Congratulations, Gordon, on a
real achievement.

"I AM COURTESY"

"I am a little thing with a big meaning. I help everybody. I unlock doors, open hearts, dispel prejudice. I create friendship and good-will. I inspire respect and admiration. Everybody loves me. I bore no one. I violate no law. I cost nothing. Many have praised me. I am pleasing to those of high and low degree. I am useful every moment of the day.

"I am COURTESY."

ELEVATOR UPS AND DOWNS

By Agnes Reese

Eleanor Danielson became the bride of Fred Loeb of Department 151, on Saturday, June 6. Eleanor received an automatic iron from the department. Aldous Brow held a shower at her home on May 22 where the bride-to-be received many lovely gifts. Good luck, kids.

Welcome back to Dorothy Enns and Joyce Calder who have been on the sick list.

Congratulations to Mr. A. Hamilton who celebrated his 40th anniversary with the company.

Louis Beaudin has left Winnipeg to take up residence in Vancouver. Good luck, Lou.

Sorry to report that Margaret Sutherland is on the sick list. Hope you will soon be feeling better.

Welcome to the following new members: Martha Parker, Margaret Hosler, Olive Skura, Joyce Richards, Joyce Murdock, Eva Vass, Mr. R. Eriksen and Mr. A. Lagass.

New York Office Honours HOMER LOUDON

Homer Loudon, well known to many Winnipeg buyers, completed his quarter-century in the New York office, April 16. A dinner in his honour at the Vanderbilt Hotel was attended by 47 Eatonians.

The New York staff presented Mr. Loudon with fine binoculars; Toronto friends gave him a camera and full equipment; Montreal sent a handsome painting of a Quebec scene; Winnipeg's gift was a set of pipes; Hamilton a bright picture of his friends in Hamilton, cleverly mounted. There were also many personal expressions of good-will.

Brief speeches were made by Mr. F. B. Walls, Montreal; Mr. J. R. Jenkins, Toronto; Mr. W. C. Bores and Mr. G. E. Purdy, New York; Mr. E. P. Surplis, Montreal; Mr. E. Martin, Winnipeg, and a number of his associates in the New York office.

Best wishes to Mr. Loudon from his Winnipeg friends for many more active years with the Company.



CONTACTS

Published monthly by

THE T. EATON CO. LIMITED

of Winnipeg, Manitoba, for distribution to
the Co-workers of the Organization

Vol. 28

JULY, 1953

No. 6

JUNIOR EXECUTIVES IN THE NEWS

These Former Junior Executives Have Attained Scholastic Distinction During the
Past Year, Winning the Underrated Scholarships:

\$60.00 ISBISTER SCHOLARSHIPS—FIRST YEAR

HUGH KRENTZ, East Kildonan Collegiate, 1951-52

RON OLIN, St. John's Technical High School, 1951-52

**THE T. EATON CO. LIMITED COMMERCE SCHOLARSHIP, \$200.00
THIRD YEAR**

RICHARD ALLDEN, Kelvin Technical High School, 1949-50

* * * *

REVEREND FATHER ROLAND BELANGER, a member of the Junior Executive in the year 1946-47 representing St. Boniface College, was consecrated to the priesthood by Archbishop Maurice Baudoux in the St. Boniface Basilica on Sunday, June 14. His brother is Mr. D. Belanger, Department 228 (Men's Furnishings).

ALLAN L. STEINHAUER, Isaac Newton High School, 1948-49, a 1952 University of Manitoba Agricultural graduate, has been awarded a student assistantship in Entomology at Oregon State College, Corvallis, Oregon.

CONTACTS COVER

—●—

As the carillon in the Peace Tower heralds the 86th anniversary of Confederation, Wednesday, July 1, we give thanks that from sea to sea we are a united nation, with peace within our borders. Our cover is a salute to Canada . . . long may she be glorious and free!

IT'S YOUR SUGGESTION SYSTEM . . . USE IT!

Suggestions are gem ideas that can net extra dollars for you . . . ideas for better customer service, ways of cutting operational costs, safety measures, methods of more efficient operations, new systems that aid you to do a job more quickly.

The following employees have been
granted awards for suggestions:

Mr. W. C. Carson, M.O. Budget Plan..\$25.00

Miss M. Agnew, M.O. Exchanges..... 10.00

Mr. H. M. Jones,

M.O. Women's Shoes..... 5.00

Management is ready and willing to pay for your ideas, so get busy, start suggesting and get some of those extra \$\$\$\$\$\$!

In Memoriam

"There is no Death! What seems so is transition; this life of mortal breath
Is but a suburb of the life elysian, whose portal we call Death."

ARCHIBALD S. HARVEY

Mr. Harvey, formerly on the staff of M.O. Packing, and a Company employee for 40 years prior to his retirement, passed away on Saturday, May 16. We extend our sympathy to his widow and three sons who survive him.

KATHLEEN ADA SHORTREED

A well-loved member of the staff of the Juvenile Department, Miss Shortreed passed away after a lengthy illness Sunday, May 17. She had recently completed her quarter-century with the Company. A native of Winnipeg, Kay had lived here all her life. Our hearts go out to her father and three sisters at this time of bereavement.

GEORGE STILL LAWRENCE

An employee of the Printing Plant for 33 years, prior to his retirement in 1952, Mr. Lawrence passed away on May 19. Born in Scotland, he had lived in Canada for 40 years. Active in Beaver Lodge of the Masonic Order, he was also a member of the Valour Road branch of the Canadian Legion. Mr. Lawrence is survived by his wife, three brothers and two sisters to whom we offer our sympathy.

WILLIAM S. PHILLIPS

A native of London, England, and resident in Winnipeg for over 40 years, Mr. Phillips passed away Monday, May 25. Retiring in 1948, he was employed in the M.O. Hosiery and Gloves at that time. He was an active member of Bethesda Church. Four brothers and two sisters survive him, and to them we offer our sincere sympathy.

MRS. JENNIE S. FINK

The death occurred Monday, May 25, of Mrs. Jennie Fink, of the Telephone Switchboard. A native of Winnipeg, she was an active member of Westminster United Church, and interested in many community activities. To the members of her immediate family we offer our condolences on their bereavement.

WILLIAM GORDON RENNIE

"His works do follow him," might be a fitting epitaph for Gordon Rennie, well-known member of the Men's Clothing Department, who passed away suddenly Thursday, May 28. Born in Ontario, he came to Winnipeg in 1924 and had been an employee of the Company since that time. A veteran of the First World War, he was also active in the Masonic Order and a member of Knox United Church Session. To Mrs. Rennie, and the other members of the family, we extend our deepest sympathy in this sudden bereavement.

RICHARD W. G. HUTCHINSON

Dick Hutchinson, so well known to many Eatonians, passed away after a brief illness on June 3. A native of Ballymena, Ireland, he had lived in Winnipeg for the past 32 years. An employee of the Company for 28 years, he retired in 1951, at that time being on the staff of the Sporting Goods Department. A member of Knox United Church, he was also associated with Assiniboine Lodge, L.O.A. We extend our sympathy to his widow and son, who survive.

We extend sincere sympathy to those members of the staff who have lost
someone dear to them during the past month

In the Loss of a Father

MR. R. McCOLL
Refrigerator Service and Repair
MR. R. J. DUKELOW...Carpet W.R.
MR. M. MUSLAWCHUK
M.O. Exchange
MR. A. HEWISH.....Electricals
MISS C. GREENWOOD
M.O. Advertising
MR. J. GREENWOOD
Catalogue Distribution
MRS. E. ROSS, Employees' Lunchroom
MRS. M. AUBERT.....Dress Goods
MISS V. SAFIOLES....Drapery W.R.
MR. A. TULLOCK
Customers' Decorating

In the Loss of a Brother

MISS M. ROBERTSON...Budget Plan

In the Loss of a Sister

MR. S. CHOMICA.....Printing Plant
MR. J. BYDAK
Economy Home Furnishings
MR. S. CHOMICA.....Garage

In the Loss of a Mother

MISS J. HOSKINS.....Head Cash
MR. D. MACKIE.....M.O. Hardware
MR. R. L. MCGURK.....M.O. Drugs
MR. W. V. TAYLOR
Gloves and Hosiery
MRS. PAULINE BUSH, Printing Plant
MRS. HILDA HORNER
Paints and Wallpaper

In the Loss of an Infant Daughter

MRS. F. WESTMAN...M.O. Packing
MR. E. WATSON...Third Floor Meats

**THIS IS ONLY
A HAMMER**



This week and
every week
"EATON'S
FOR SERVICE"

**— BUT THIS IS ALSO
THE SAME HAMMER:**

1. Head of crucible cast steel.
2. Completely Nickel Plated.
3. Handle of second growth hickory.
4. A mahogenized finish.
5. The head wedged on in such a way it shouldn't fly off.
6. The prongs so shaped they would grip a tiny brad.

KNOW THE FACTS AND SELLING POINTS OF YOUR MERCHANDISE

Develop an Intelligent Curiosity
About the Goods You are Selling

**MERCHANDISE STUDY LEADS TO
A HIGHER DEGREE OF SALESMAN-
SHIP AND SELF - CONFIDENCE**